

# CONTRACT



**KAYU**  
**4600 S Regal St**  
**Spokane, WA 99223**  
**(509)448-2828**

www.kayutv.com

And:

**Media Plus**  
**160 Roy St**  
**Seattle, WA 98109**

<u>Contract / Revision</u> 65922 / 4		<u>Alt Order #</u>
<u>Product</u> 369 - Campaign		
<u>Contract Dates</u> 10/03/16 - 11/08/16		<u>Estimate #</u> 2181-Fighting Back
<u>Advertiser</u> McMorris for Congress		<u>Original Date / Revision</u> 09/20/16 / 10/19/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KAYU	<u>Account Executive</u> Lynn Stryker	<u>Sales Office</u> Political Revenue
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 89.60
<u>IDB#</u> TV13105	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	KAYU	10/10/16	11/07/16	Fox News Sunday(FOX)	Fox News Sunday(		:30				NM	7	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----S				1	\$30.00	0.60			
Week:		10/17/16	10/23/16	-----S				2	\$30.00	0.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	3	KAYU	10/17/16-10/23/16	Fox News Sunday(FOX)	Fox News Sunday(	-----Su	:30		<del>\$30.00</del>	0.60	NM		
			See MG 1.8,1.9										
	8	KAYU	10/24/16-10/28/16	M-F MORNING NEWS	M-F 7am-9am	MTuWThF----	:30		\$15.00	0.30	NM		
			MG for 1.3 10/23										
	9	KAYU	10/24/16-10/28/16	M-F MORNING NEWS	M-F 7am-9am	MTuWThF----	:30		\$15.00	0.30	NM		
			MG for 1.3 10/23										
Week:		10/24/16	10/30/16	-----S				1	\$30.00	0.60			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	4	KAYU	10/24/16-10/30/16	Fox News Sunday(FOX)	Fox News Sunday(	-----Su	:30		<del>\$30.00</del>	0.60	NM		
			See MG 1.7										
	7	KAYU	10/29/16-10/29/16	World Series Sat PRE	World Series Sat F	-----Sa--	:30		\$30.00	0.60	NM		
			MG for 1.4 10/30										
Week:		10/31/16	11/06/16	-----S				2	\$30.00	0.60			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
2	KAYU	10/10/16	11/07/16	M-F 11a-12p	M-F 11a-12p		:30				NM	12	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	MTWTF--				2	\$20.00	1.10			
Week:		10/17/16	10/23/16	MTWTF--				4	\$20.00	1.10			
Week:		10/24/16	10/30/16	MTWTF--				2	\$20.00	1.10			
Week:		10/31/16	11/06/16	MTWTF--				4	\$20.00	1.10			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			
3	KAYU	10/10/16	11/07/16	M-F 6-630p	M-F 6-630p		:30				NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/10/16	10/16/16	-----				0	\$0.00	0.00			
Week:		10/17/16	10/23/16	MT--T---				2	\$80.00	1.00			
Week:		10/24/16	10/30/16	-----				0	\$0.00	0.00			
Week:		10/31/16	11/06/16	M--TF--				2	\$80.00	1.00			
Week:		11/07/16	11/13/16	-----				0	\$0.00	0.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Non-Discrimination Policy: [Licensee] and its station(s) do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from [Licensee] or its station(s) that is intended to discriminate on the basis of race or ethnicity.



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Contract / Revision	Alt Order #
65922 / 4	

Contract Dates	Product	Estimate #
10/03/16 - 11/08/16	369 - Campaign	2181-Fighting Back

Advertiser	Original Date / Revision
McMorris for Congress	09/20/16 / 10/19/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
4	KAYU	10/10/16	11/07/16	M-F 630-7p	M-F 630-7p		:30				NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----				0	\$0.00	0.00			
	Week:	10/17/16	10/23/16	M---F--				2	\$125.00	1.10			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	M--T---				2	\$125.00	1.10			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
5	KAYU	10/10/16	11/07/16	M-F 730-8p	M-F 730-8p		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----				0	\$0.00	0.00			
	Week:	10/17/16	10/23/16	M---F--				2	\$200.00	2.50			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	M--TF--				2	\$200.00	2.50			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
6	KAYU	10/10/16	11/07/16	Sat 1030-11p	Sat 1030-11p		:30				NM	3	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/10/16	10/16/16	-----S-				1	\$25.00	0.60			
	Week:	10/17/16	10/23/16	-----S-				1	\$25.00	0.60			
	Week:	10/24/16	10/30/16	-----				0	\$0.00	0.00			
	Week:	10/31/16	11/06/16	-----S-				1	\$25.00	0.60			
	Week:	11/07/16	11/13/16	-----				0	\$0.00	0.00			
7	KAYU	10/24/16	10/30/16	World Series-Sat	Tu-Sun World Seri		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----S-				1	\$500.00	8.80			
8	KAYU	10/31/16	11/06/16	World Series-Tues	Tu-Sun World Seri		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	-T-----				1	\$500.00	8.80			
9	KAYU	10/31/16	11/06/16	World Series-Wed	Tu-Sun World Seri		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/31/16	11/06/16	--W----				1	\$500.00	8.80			
10	KAYU	10/24/16	10/30/16	Seahawks(FOX)	Seahawks		:30				NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/24/16	10/30/16	-----S				1	\$2,500.00	24.00			
11	KAYU	11/07/16	11/07/16	M-F 11a-12p	Mon 11a-12p		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	11/07/16	11/13/16	2-----				2	\$20.00	1.10			
12	KAYU	10/17/16	10/23/16	BBT	M-F 730-8p		:30				NM	3	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/17/16	10/23/16	MTWTF--				2	\$200.00	0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	KAYU	10/17/16-10/23/16	BBT	M-F 730-8p	MTuWThF----	:30		<del>\$200.00</del>	0.00	NM		
			See MG 12.3, 12.4										
	3	KAYU	10/19/16-10/19/16	Wed 9-930p	Wed 9-930p	---W-----	:30		\$75.00	0.00	NM		
			Ⓜ MG for 12.1 10/19										
	4	KAYU	10/22/16-10/22/16	CFB - EARLY	CFB - EARLY	-----Sa--	:30		\$125.00	0.00	NM		
			Ⓜ MG for 12.1 10/19										
13	KAYU	10/03/16	10/09/16	Fox News Sunday(FOX)	Fox News Sunday(		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/03/16	10/09/16	-----S				1	\$20.00	0.00			

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(M) MG for 13.1 10/09																																																																																																															
14	KAYU	10/04/16	10/04/16	Political Coverage	Political Coverage		:30				NM	1	\$300.00																																																																																																		
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15	KAYU	10/09/16	10/09/16	Political Coverage	Political Coverage		:30				NM	1	\$300.00																																																																																																		
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16	KAYU	10/08/16	10/08/16	CFB - LATE	CFB - LATE		:30				NM	1	\$100.00																																																																																																		
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17	KAYU	10/09/16	10/09/16	NFL Late	NFL Late Game		:30				NM	1	\$800.00																																																																																																		
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Totals										89.60			48	\$8,075.00																																																																																																	

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	31	\$6,060.00	(\$909.00)	\$5,151.00
10/31/16 - 11/07/16	17	\$2,015.00	(\$302.25)	\$1,712.75
<b>Totals</b>	<b>48</b>	<b>\$8,075.00</b>	<b>(\$1,211.25)</b>	<b>\$6,863.75</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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